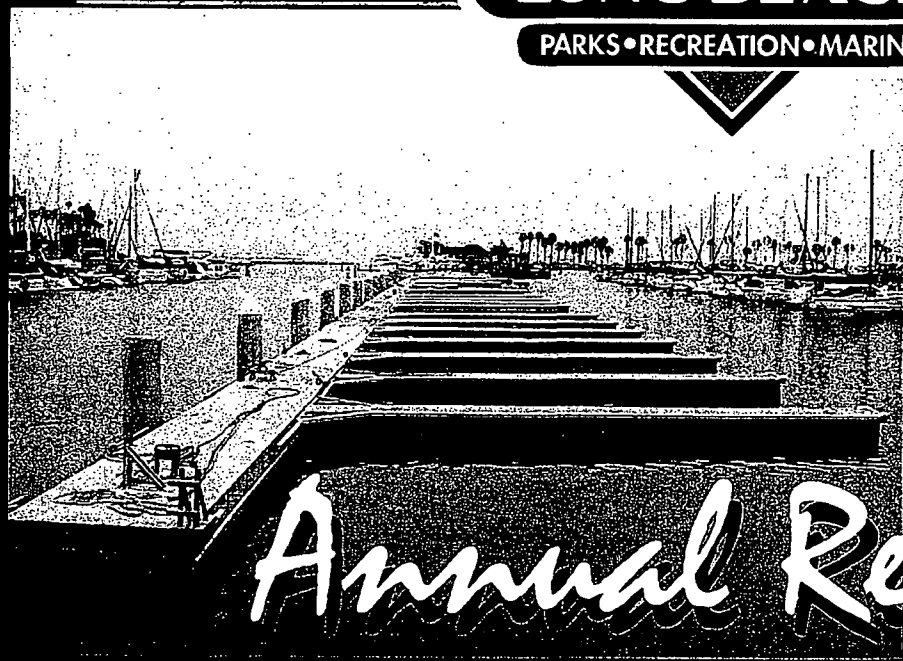


# Marine Advisory Commission



# Annual Report

# 2004



Cover Submitted By *Hilary O'Sullivan*

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## **PARKS, RECREATION AND MARINE**

### **Mission and Goals**

#### Mission

We create community and enhance the quality of life in Long Beach through people, places, program, and partnerships.

#### Goals

- Ensure open space, parks, and recreational facilities meet community needs.
- Ensure City parks and recreational facilities provide a positive experience and image.
- Ensure recreational programming, leisure opportunities, and community services meet the diverse needs and interests of residents and visitors.
- Ensure beaches, waterways, and marine amenities are accessible and provide a positive experience and image.
- Ensure marinas are fiscally sound and meet boat owner and community needs.

## **MARINE ADVISORY COMMISSION**

### **Mission**

**To enhance and preserve the beaches, waterways and adjoining facilities of the City of Long Beach.**

## **MARINE ADVISORY COMMISSION ANNUAL REPORT**

### **Membership**

The Marine Advisory Commission was established by the City Council by minute order on May 1, 1956, LBMC Chapter 2.48. Commission members serving in calendar year 2004 were:

Richard Miller, Chairman  
Bradley Whyte, Vice Chairman  
Mike Malbon  
Mike Reed  
Holly Carpenter  
Harry Hutton  
Randy Crawford  
Peter Hogensen  
David Calhoun  
Michelle Spence, Former Chairwoman  
Robert Weeks  
Mike Vescovi

### **Powers and Duties of the Commission**

The duties and responsibilities of the Marine Advisory Commission are as follows:

- To consult with and advise the City Council and/or City staff on matters in formulating City policies regarding marinas, beaches, waterways, near shore areas adjacent thereto and facilities thereon.
- To study and analyze problems referred to it by the City Council and/or City staff, for the purpose of evaluation and recommendation of policy to the City.
- To perform such other functions as are specifically conferred on the Commission by the City Council.
- To conduct hearings of appeal of any cancellation of a permit issued pursuant to Chapter 16.08 of the Municipal Code 16.08.330.
- To analyze requests of special interest groups or individuals, and make recommendations designed to insure that areas within the Marine Bureau's jurisdiction provide the widest possible benefits to the greatest number of people.

**FORMAL ACTIONS OF THE MARINE ADVISORY COMMISSION**  
**FOR CALENDAR YEAR 2004**

January 9, 2004

No formal action taken.

February 13, 2004

No formal action taken.

March 13, 2004

It was moved by Vice Chairman Miller and seconded by Commissioner Hutton that the MAC recommend the Marine Bureau prohibit on-dock community barbeque areas. The motion passed unanimously.

It was moved by Commissioner Crawford and seconded by Commissioner Whyte that the MAC support the Marine Bureau policy of under-sizing boats in slips; giving the boatowner the alternative to move to the proper size slip, or stay in the undersized slip and pay the total revenue that could be generated from that slip. The motion passed unanimously.

April 17, 2004

It was moved by Vice Chairman Miller and seconded by Commissioner Crawford that the MAC accept the proposed changes (General Liability Insurance Requirement for Permittees and Absence from Slip – Timeframe Limitation) to the Marina Rules and Regulations. The motion passed unanimously.

It was moved by Vice Chairman Miller and seconded by Commissioner Hutton that the MAC accept the MAC 2003 Annual Report, with the change to page 11 referencing the transient occupancy tax. The motion passed unanimously.

May 8, 2004

It was moved by Commissioner Whyte and seconded by Commissioner Crawford that the MAC receive and file the Marina Survey. The motion passed unanimously.

It was moved by Vice Chairman Miller and seconded by Commissioner Whyte that the Dog Zone Program be extended for another three months. The motion passed unanimously.

June 12, 2004

It was moved by Commissioner Malbon and seconded by Commissioner Crawford that Richard Miller be made the new Chairman and Bradley Whyte be made the new Vice Chairman of the MAC. All were in favor. The motion passed unanimously.

July 10, 2004

It was moved by Commissioner Whyte and seconded by Commissioner Crawford that the MAC recommend approval of a 15-minute noise variance at a level of 115db for the 2004 Long Beach Sprint Nationals, to be held on August 14, 2004. The motion passed unanimously.

It was moved by Commissioner Reed and seconded by Commissioner Hutton that the MAC support the concept of the renovation of the wave fountain at the Aquarium of the Pacific as presented. The motion passed unanimously.

August 12, 2004

It was moved by Commissioner Crawford and seconded by Commissioner Carpenter that the MAC recommend approval of the wide slip fee change (to \$.60 per square foot per month) as proposed. The motion passed unanimously.

September 11, 2004

It was moved by Commissioner Hutton that the MAC accept the smoking ban as proposed by the City, with the change that restaurants, filming, and permitted events be included in the ban. The motion failed for lack of a second.

It was moved by Commissioner Reed and seconded by Commissioner Hutton that the smoking ban go forward as proposed by City staff. The motion was not supported and failed by a vote of six to one.

It was moved by Vice Chairman Whyte and seconded by Commissioner Carpenter that the MAC approve staff's recommendation, that the ordinance regarding the Dog Zone continue indefinitely with the proviso that the volunteers do as much as they can to keep it under control, and with the understanding that the Director of Parks Recreation and Marine has the ability to change it or suspend it. The motion passed unanimously.

October 9, 2004

It was moved by Commissioner Malbon and seconded by Commissioner Hogenson that the MAC move the Adopt a Beach item into the Operations Committee for review and recommendation and be brought back to the MAC at next month's meeting. The motion passed unanimously.

November 20, 2004

It was moved by Vice Chairman Whyte and seconded by Commissioner Carpenter that the MAC reject the appeal by Mr. Vilensky to be allowed to circumvent the Transfer List to ABM. The motion passed with seven members in favor and two abstentions.

It was moved by Commissioner Crawford and seconded by Commissioner Hutton that the MAC approve the conceptual design (presented by the Aquarium of the Pacific to tell the story of the Watershed) as described. All were in favor. The motion passed unanimously.

December 2004

- No meeting held in December 2004

**MARINE ADVISORY COMMISSION  
ATTENDANCE RECORD  
January – December 2004**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	<u>Present</u>	<u>Absent</u>
Richard Miller	X	X	X	X	X	A	X	X	X	X	X	0	10	1
Michelle Spence	X	X	X	X	X	X	End Term						6	0
Mike Malbon	X	X	A	X	A	X	A	X	A	X	X	0	7	4
Mike Reed	X	X	X	A	X	X	X	X	X	X	X	0	10	1
Holly Carpenter	X	X	X	X	X	X	X	X	X	X	X	0	11	0
Mike Vescovi	A	A	A	A	A	A	Resigned						0	6
Bradley Whyte	X	X	X	A	X	X	X	X	X	A	X	0	9	2
Harry Hutton	X	X	X	X	A	X	X	X	X	X	X	0	10	1
Robert Weeks	X	Resigned											1	0
Randy Crawford	X	X	X	X	X	X	X	X	X	A	X	0	9	1
David Calhoun							X	X	A	X	X	0	4	1
Peter Hogenson							X	X	A	X	X	0	4	1

Note:

X = Present

A = Absent

0 = No Meetings Held



**CITY PERSONNEL ASSISTING THE MARINE ADVISORY COMMISSION:**

Phil Hester - Director of Parks, Recreation and Marine

Mark Sandoval – Manager of Marinas and Beaches

E. Douglas Parsons - Superintendent of Marina Operations (deceased)

Vivian Crook - Marine Bureau Secretary

Dennis Eschen – Manager of Planning & Development

Jeff Edwards – Superintendent of Marine Facility Maintenance

Sergeant Tom Keleher - LBPD Marine Patrol Division

Sergeant Tim O'Donnell – LBPD Marine Patrol Division (deceased)

Mark Boone - LBFD Marine Safety Division Chief

Grant Jeffries - LBFD Marine Safety Division Lieutenant

## MARINE BUREAU – STRATEGIC PLAN

### Mission Statement

It is the mission of the City's Marinas to enhance the quality of life of users of the City's beach and marine environment through continuous, cost efficient and effective delivery of needed services as characterized by safe, clean, well-maintained, attractive and secure beach and marine facilities.

### Goals and Objectives

Goal #1 – To ensure both short and long term financial stability of the City's Marinas through the use of competitive fees and charges supplemented by other needed revenues to support operating expenditures and capital.

Objective 1 – To identify the three Marina facilities: Downtown, Alamitos Bay and Rainbow Harbor, as three separate cost and revenue centers within the overall framework of the City's Marina Enterprise Fund.

Objective 2 – To identify the City's beaches and other marina environment as independent cost and revenue centers within the City's Marina Enterprise Fund.

Objective 3 – Maintain a minimum occupancy rate of (October 1, 1998) 85% for available slips at the Downtown Marina and 93% at Alamitos Bay.

Objective 4 – Identify and allocate support services costs, including administration, police, fire and maintenance to the Bureau's four cost centers.

Objective 5 – Establish user fees and charges at the three facilities that cover the costs reasonably born by the City and Bureau in providing desired services while maintaining competitive position in private market place.

Goal #2 – To ensure desired amenities are made available to the Marina's users.

Objective 6 – Develop a Master Plan for the Downtown and Alamitos Bay facilities that will guide current and future infrastructure renewal and expansion for 1999-2020.

Objective 7 – Secure needed funding for implementing adopted Master Plans at both Downtown and Alamitos Bay facilities.

Goal #3 – To provide outstanding (quality) services to Marina users.

Objective 8 – Conduct customer services training for Marine Bureau Staff

Goal #4 – to provide for the safety and well being of users at the City's Marina facilities.

Objective 9 – Establish a Trust Fund to support needed capital improvements to eliminate current and future deferred maintenance of an annual appropriation of 10% of gross income.

Objective 10 – Maintain minimum staffing levels for police and fire services to ensure timely response to calls for service at Marina facilities.

## COMMISSION COMMITTEES

Operations Committee, for both marina and beaches, continues to meet once a month. This committee dealt with many issues.

On the beaches and in the waterways, the committee dealt with restriction of access and activities, increased usage (such as a dog zone), and those programs that would enhance the perception and use of the beaches and waterfront.

In the marinas, the committee dealt with the need to continue to rebuild the aging infrastructure, and how the Department of Boating and Waterways fit into the process. The committee also dealt with enhancing the marketability of the marinas through increased customer service, stricter rules regarding problem tenants, and a myriad of rule evaluations, many of which are somewhat controversial.

Facilities Committee met 11 times during the year. Through the year, the Committee followed the progress of a variety of projects, including the rebuild of the Shoreline and Rainbow Marinas, the continued planning for the rebuild of the Alamitos Bay Marina and the refurbishment of the area around the Belmont Veteran's Memorial Pier. The Committee also followed the progress of several capital improvement projects including:

- Bluff Erosion Mitigation,
- Beach Erosion Mitigation,
- Marine Stadium and Davies launch ramp improvements,
- Maintenance Yard improvements
- Aqualink Dock improvements, and
- Launch Ramp projects.

A continuing discussion during the year was how processes and practices could be improved so that the capital development projects could be delivered in less time without construction cost overruns. The Committee supports the continued use of the project tracking forms used by the Department of Public Works. The Committee supports the Marine Bureau staff managing the refurbishment of the Shoreline and Rainbow Marinas, utilizing an outside construction management firm, which will most likely reduce costs and project timing, and supports that same model for the rebuild of the Alamitos Bay Marina.

Finance Committee delved deeply into the Tidelands Fund budgets and continues to support efforts to convince the City of the need to reconsider the allocation of tax funds that are generated in the Tidelands, but are currently being directed into the General Fund. After many years of an abundance of funds from oil revenues, the Tidelands Funds are now suffering a continual deficit.

The Finance Committee also evaluated fee change proposals, and continues to support the annual Consumer Price Index Adjuster for slip fee changes, which provides a consistent, incremental adjustment to slip fees, tied to an economic indicator which is representative of the cost of doing business, including the business of running marinas, in Southern California.

## OBSERVATIONS

The Marine Advisory Commission views the deteriorating fiscal condition in the City's Tidelands as the most pressing problem in the Tidelands. The Commission is comfortable with the fiscal condition of the marinas, which continue to be self-sufficient, and are projected to continue to be in line with the long-term financial forecast provided by the Marine Bureau.

The financial problem, however, is related to two factors: the fact that beaches and waterways will never produce the funds necessary to effectively operate and maintain them, and the fact that retail agreements in the City's downtown waterfront area have required subsidies from the Tidelands funds. The transfer from the Port and the revenue from Tideland oil production have assisted in bridging the gap this decade; however, the development of the Aquarium of the Pacific and the Pike have resulted in a situation whereby the subsidies from the Port and oil fall millions of dollars short of the closing the structural deficit in the Tidelands budget. The Marine Advisory Commission recognizes the citywide value of a vibrant waterfront, but questions the practice of transferring sales tax, transient occupancy tax, utility tax, and property taxes generated within the Tidelands area to the General Fund. The total funds involved are approximately \$13 million annually. Altering this practice to maintain some or all of these funds in the Tidelands Funds would provide needed funding to continue to maintain the tidelands' assets that the City holds dear.

The Marine Advisory Commission was asked by City Council to evaluate a proposal to ban smoking on the City's beaches. While the Commission in no way supports smoking as a practice, it was unanimous in the strong belief that prohibiting smoking on the beaches could not be effectively enforced, and was not the way to reduce the cigarette butt litter on the beach, and therefore should not be supported. City Council subsequently considered the proposal, and supported a smoking ban on the City's beaches. The Marine Advisory Commission commissioners recognize that the Commission is advisory, and appreciates City Council's referring of waterfront issues to the Commission, and hopes that the Commission's input is carefully considered when issues such as this arise in the future.

Finally, the majority of the objectives in the Marina Strategic Plan have been met, or are in the process of being met. Costs for marina management have been isolated in the Marina Fund, occupancies have exceeded the Plan objectives for over a year, conceptual plans for refurbishing or rebuilding the aging marinas have been completed, a rebuild funding plan has been developed and is being implemented, and service continues to achieve high marks in the annual marina customer survey.

However, one objective has yet to be met - the objective to set aside 10% of annual gross revenue from the marinas in a Trust Fund to support needed capital improvements to eliminate current and future deferred maintenance. Using the 10% objective, the annual set-aside would approximate \$1.6 million per year. This set-aside has yet to be established, and the Commission continues to support this as a prudent business practice in the future.

## DEPARTMENT PREAMBLE

The Department of Parks, Recreation and Marine believes that recreation is a basic human need. It provides social, cultural, physical and intellectual activities for all to enjoy in a quality environment, with inherent values beyond the scope of the activity.

People in the developed nations of the world have achieved an awesome technological capability that has relieved them of considerable effort in attaining their physiological needs, while giving them leisure. Simultaneously, our social structure has become increasingly urbanized; removing us from direct contact with the natural resources that still must sustain us. However, individuals have not yet completely achieved the ability to use their leisure time to stimulate the mind of the individual, as well as to enhance his society. Increased population and the rapid growth of cities have resulted in loss of prime open space and created environmental problems almost beyond comprehension. The need to provide open space, including the continued provision of usable waterfront space, continues to be challenge. Further, the need to educate a diverse urban populace as to how to fully appreciate and utilize waterfront recreational opportunities, must be recognized and addressed.

The City of Long Beach has both the opportunity and the responsibility to work with private enterprise and other levels of government to fill these needs, while serving every segment of society, through the provision of a balanced program of leisure service opportunities, and environmental education. Youth will be helped to grow physically, mentally and spiritually while developing positive attitudes, which will help them avoid mistakes leading to the further degradation of the environment and society. Adults will have an outlet from the tensions of a competitive, industrialized urban life, and a chance to express their individuality and creativity, while becoming aware of their dependency upon, and inter-relationship with natural resources. Older adults will find meaning and purpose in their retirement years.

Provision of basic leisure service opportunities and facilities is a major responsibility of government. In addition, voluntary and special interest groups, private agencies and commercial enterprises should be encouraged to supply appropriate leisure services in a coordinated delivery system, which will benefit the citizens of Long Beach in the following ways:

### Personal Benefits

1. Investment in our youth to provide for positive lifestyle choices and alternatives to self-destructive behavior.
2. Recreation provides the opportunity to lead balanced lives, achieve our full potential, and gain satisfaction in life.
3. Skills our citizens develop through meaningful recreation activities are essential sources of self-esteem and positive self-image.

### Social Benefits

4. Recreation opportunities can bridge the gap with our citizens and reduce alienation, loneliness, and anti-social behaviors.
5. Leisure service activities promote ethnic and cultural harmony, by allowing people to share their differences and play and grow together.
6. Community pride is generated through leisure service activities, facilities, programs, and voluntary commitment.

### Economic Benefits

7. The provision of meaningful recreation activities, for our young people, reduces the high cost of vandalism and criminal activity.
8. The leisure services offered by our department are attractive to tourists and are an essential ingredient of this city's tourism industry.
9. Physical and mental health achieved through our department's delivery system, and balanced meaningful lifestyles, reduces expensive health care costs.

### Environmental Benefits

10. Investing in the environment through our beaches, marinas, and waterways, and park land space in residential areas, leads to increased property values through accessibility and associated recreation opportunities.

Failure to meet the challenges of providing well-planned public open space and quality leisure-time opportunities, as well as the challenge of educating the public who use the facilities, will result in a diminution of the quality of human life. The City of Long Beach can help to meet these challenges.

The Marine Department, which was originally created in 1956 to operate and maintain the Alamitos Bay Marina, was incorporated in 1987 to create the Department of Parks, Recreation and Marine, and the Department maintains a primary objective to enhance the quality of life in Long Beach through people, places, programs and partnerships.

## **MARINE FACILITIES**

The Department of Parks, Recreation and Marine oversees the operation and maintenance of all Long Beach waterfront public recreational facilities, including:

- 6 miles of beaches
- 3 marinas, with a combined 3,844 boat slips -- The largest municipally operated marina system in the nation (Alamitos Bay Marina, Shoreline Marina and Rainbow Marina).
- Rainbow Harbor, with a combined 2,100 feet of commercial dock space
- Marine Stadium (rowing, water-skiing and special event facility north of Alamitos Bay)
- Rainbow Lagoon (non-swimming recreation lagoon adjacent to the Hyatt Hotel in Downtown)
- Colorado Lagoon (swimming recreational lagoon north of Marine Stadium)
- Leeway Sailing Center
- Belmont Veterans Memorial Pier
- Belmont Pool